

Message Text

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ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 COME-00 CIAE-00 INR-10 NSAE-00

RSC-01 DODE-00 RSR-01 /049 W
----- 106004

P R 171130Z JUL 73

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC PRIORITY 8123

INFO AMEMBASSY LUXEMBOURG

AMCONSUL ANTWERP

UNCLAS BRUSSELS 4003

E. O. 11652 NA

TAGS: BEXP, BE, ECRP, AINR

SUBJECT: FY-1974 COMMERCIAL OBJECTIVES FOR BELGIUM

REF: STATE 128397

1. ON ASSUMPTION RESOURCES AVAILABLE OR LIKELY TO BE AVAILABLE THIS FISCAL YEAR ARE UNCHANGED, EMBASSY'S FIVE PRIORITY COMMERCIAL OBJECTIVES FOR FY-1974 ARE GIVEN BELOW IN PARAS 2-6. (ACTION PLANS ARE INDICATED FOR EACH OF THESE FIVE.) PARAGRAPH SEVEN LISTS --WITHOUT ACTION PLANS --OTHER IMPORTANT COMMERCIAL OBJECTIVES WHICH WE SHALL BE PURSUING IN THE CURRENT FISCAL YEAR. PARAGRAPH EIGHT REPORTS CERTAIN REALLOCATIONS OF RESOURCES WHICH WE SHALL IMPLEMENT IN THE IMMEDIATE FUTURE.

2. OBJECTIVE ONE
INCREASE U. S. EXPORTS TO BELGIUM FOR BUILDING EQUIPMENT, COMMUNICATIONS, HEALTH EQUIPMENT, COMPUTER PERIPHERALS AND OTHER USDOC FY 1974 TARGET INDUSTRIES.

ACTION: INCREASE NUMBER OF TO'S SUBMITTED THESE FIELDS.

ACTION: SUPPORT TRADE MISSIONS FOR COMPUTER, BUILDING AND COMMUNICATIONS EQUIPMENT AND A CATALOG SHOW FOR HEALTH CARE EQUIPMENT.

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3. OBJECTIVE TWO

INCREASE SHARE OF MARKET FOR U. S. EXPORTS OF CIVILIAN AND MILITARY EQUIPMENT SOLD TO THE BELGIAN GOVERNMENT AND TO MULTI-NATIONAL ORGANIZATIONS LOCATED IN BELGIUM SUCH AS NATO AND SHAPE.

ACTION: PUBLICIZE U. S. EXPORT OPPORTUNITIES FOR SALES TO THE GOB AND TO MULTI-NATIONAL GOVERNMENTAL ORGANIZATIONS IN BELGIUM.

ACTION: SUPPORT U. S. FIRMS SEEKING ASSISTANCE IN OBTAINING FAIR TREATMENT FOR SUCH SALES.

ACTION: INTENSIFY COOPERATION WITH USNATO/USNMR/SHAPE TO PROMOTE THE SALE OF MORE U. S. EXPORTS TO NATO/SHAPE AND RELATED ORGANIZATIONS.

ACTION: MAINTAIN OUR CLOSE COORDINATION WITH THE MAAG.

4. OBJECTIVE THREE

INCREASE THE TOTAL NUMBER OF PRIVATE TRADE OPPORTUNITIES SUBMITTED TO WASHINGTON. (OUR FY 1974 GOAL IS TO TOP 500.)

ACTION: INTENSIFY PTO TELEPHONE CAMPAIGN.

ACTION: STRENGTHEN FOLLOW-UP CAMPAIGN SO AS TO IMPROVE QUALITY OF PTO'S COLLECTED.

5. OBJECTIVE FOUR

INCREASE BELGIAN INTEREST IN DIRECT INVESTMENT IN THE U. S. A.

ACTION: HOLD "INVEST IN USA" MEETING IN ANTWERP IN NOVEMBER.

ACTION: FOLLOW-UP ON LEADS DEVELOPED AT EARLIER BRUSSELS MEETING AND AT ANTWERP MEETING.

6. OBJECTIVE FIVE

SUPPORT SHOWS AT U. S. TRADE CENTERS IN FRANKFURT, PARIS AND LONDON AND ALL USDOC PAVILLIONS AT EUROPEAN TRADE FAIRS.

ACTION: CONTINUE ASSIGNMENT OF ONE FULL-TIME LOCAL EMPLOYEE (AND ONE OFFICE PART-TIME) TO THIS ACTIVITY.

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7. OTHER IMPORTANT COMMERCIAL OBJECTIVES

WHILE PUTTING SPECIAL EMPHASIS ON THE FIVE OBJECTIVES GIVEN ABOVE, THE EMBASSY AND CONSULATE GENERAL WILL ALSO BE WORKING TOWARDS OTHER IMPORTANT COMMERCIAL OBJECTIVES IN FY 1974.

A. WE SHALL CONTINUE TO ASSIST THE 1,700 AMERICAN SUBSIDIARIES AND AFFILIATES IN BELGIUM (AMNY OF WHOM HAVE EUROPE-WIDE MANAGEMENT RESPONSIBILITIES). IN ADDITION, WE SHALL SEEK

TO DEVELOP THEM FURTHER AS A MARKET FOR U. S. EXPORTS. IN OUR RELATIONS WITHIN THE U. S. FIRMS, WE SHALL STRESS THE SERVICES USDOC AND THE FOREIGN SERVICE OFFER.

B. BELGIUM AND AMERICAN BUSINESSMEN WHO VISIT, WRITE OR TELEPHONE OR COMMERCIAL STAFF WILL CONTINUE TO BE CURTEOUSLY AND PROMPTLY DEALT WITH EVEN WHEN THEIR PROBLEMS ARE NOT DIRECTLY RELATED TO U. S. EXPORTS. (THIS TASK CURRENTLY REQUIRES THE EQUIVALENT OF ONE AND A HALF FULL-TIME LOCAL EMPLOYEES AND THE EQUIVALENT OF THE TIME OF ONE AMERICAN OFFICER.)

C. TO EXPAND OUR KNOWLEDGE OF THE BELGIAN MARKET INTO UNEXPLORED AREAS, WE SHALL CONDUCT BRIEF SURVEYS SUCH AS WERE SUBMITTED TO WASHINGTON AS A-333 AND A-34 IN FY 1973.

D. WE SHALL CONTINUE TO REVIEW, CORRECT AND SUPPLEMENT THE MARKET SURVEYS PREPARED BY CONTRACTORS FOR USDOC. (THIS TASK CURRENTLY REQUIRES THE EQUIVALENT OF ABOUT ONE THIRD OF ONE LOCAL EMPLOYEE'S TIME.)

E. WE ESTIMATE THAT IN FY 1974 WE SHALL BE PREPARING ABOUT 350 WTD REPORTS AND SUBMITTING ABOUT 80 A. D. S.'S. THESE CURRENTLY REQUIRE THE EQUIVALENT OF ONE AND THREE QUARTERS OF A LOCAL EMPLOYEE'S TIME.).

8. RESOURCE REALLOCATION

WE SHALL:

A. REQUEST USDOC'S AGREEMENT TO CEASE PROVIDING THE INITIAL LIST OF POTENTIAL DISTRIBUTOR/AGENTS FOR MARKET SURVEYS PERFORMED FOR USDOC ON CONTRACT. WE SHALL ALSO REQUEST AGREEMENT TO CEASE PROVIDING NEW WTDR'S FOR THESE MARKET SURVEYS UNLESS THE WTDR'S ARE MORE THAN TWO YEARS OLD.

B. SEEK TO ELIMINATE TWO INDUSTRY OUTLOOK REPORTS (IRON AND STEEL, GLASSWARE) FROM THE CERP FOR BELGIUM AND SEEK TO ELIMINATE ONE OF THE SEMI-ANNUAL ECONOMIC TRENDS REPORTS.

(WE SHALL PROPOSE THE PREPARATION OF ONE TRENDS REPORT PER

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YEAR AND, SIX MONTHS LATER, A TRADE OUTLOOK ARTICLE.

C. RELIEVE THE COMMERCIAL STAFF OF RESPONSIBILITY FOR ANSWERING INQUIRIES CONCERNING TRAVEL TO THE U. S. A.

D. DEFER UPDATING OF FILES ON AMERICAN FIRMS IN BELGIUM (EXCEPT AS WTDR'S).

E. RELIEVE THE COMMERCIAL UNIT OF ALL RESPONSIBILITY FOR SUPERVISING THE CERP PROGRAM.

F. RELIEVE THE ECONOMIC/COMMERCIAL SECTION OF RESPONSIBILITY FOR THE POST'S MAP AND PUBLICATIONS PROGRAM.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 JUL 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BRUSSE04003
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730730/aaaaavmx.tel
Line Count: 164
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 73 STATE 128397
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 10 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10-Sep-2001 by elbezefj>; APPROVED <21-Dec-2001 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY-1974 COMMERCIAL OBJECTIVES FOR BELGIUM
TAGS: BEXP, ECRP, AINR, BE
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005